

ABSTRACT OF THE DISCLOSURE

A vehicle wheel cover retention system wherein the outboard tire bead seat retaining flange of the associated wheel includes a unique construction for securing a wheel cover to the wheel. In particular, the vehicle wheel includes a disc which defines an outboard facing wheel surface and includes an outboard tire bead seat retaining flange. The outboard tire bead seat retaining flange includes an outer surface having a circumferential, radially inwardly facing groove formed therein. A relatively thin wheel cover (which may or may not conform to the exact contour of the disc) covers at least a portion of the outboard facing wheel disc surface. In particular, the wheel cover includes an outer annular lip which extends into the groove.